

## Message Text

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FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 4240

INFO USIA WASHDC

UNCLAS TAIPEI 4212

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: DOWN-ISLAND COMMERCIAL PRESENCE BOOTH

HIGHLY SUCCESSFUL

SUMMARY

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EMBASSY CONSIDERS ITS EXPERIMENT WITH A "COMMERCIAL PRESENCE" BOOTH IN THE OTHERWISE ALL-CHINESE LOW-COST AUTOMATION EXHIBITION IN TAICHUNG SUCCESSFUL, AS LARGE NUMBERS OF DOWN-ISLAND TAIWANESE BUSINESSMEN WERE EXPOSED TO THE LATEST IN AMERICAN METALWORKING TECHNOLOGY AND TO THE RANGE OF COMMERCIAL SERVICES OFFERED BY THE ECONOMIC/COMMERCIAL SECTION AND TRADE CENTER. FURTHER, FOR A MODERATE COST, WHICH INCLUDED THE ECON/COMM COUNSELOR'S RECEPTION, AND THE COMMATT'S PRESS CONFERENCE, 7 HIGH QUALITY TOS AND ONE LICENSING PROPOSAL WERE RECEIVED, AND VALUABLE PRACTICAL TRAINING GIVEN TO THE USIS TAICHUNG COMMERCIAL LIBRARIAN. THE IDB WAS VERY SATISFIED WITH THE U.S.-PRESENCE AND HAS ASKED THE COMMERCIAL SECTION TO MOUNT A SIMILAR BOOTH AGAIN. END SUMMARY

1. IN SUPPORT OF TARGETS SET BY CCP CAMPAIGN NO.5 (UPGRADING TECHNOLOGY OF SMALL/MEDIUM SIZE LOCAL INDUSTRIES), THE POST PARTICIPATED IN THE ROC INDUSTRIAL DEVELOPMENT BUREAU (IDB) SPONSORED LOW-COST AUTOMATION

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EXHIBITION JUNE 24-30, IN THE CENTRAL TAIWAN CITY OF TAICHUNG. THIS EXPERIMENT IN CARRYING OUT A MODERATE COST "COMMERCIAL PRESENCE" ACTIVITY IN AREAS NOT EASILY REACHED BY THE FULL RANGE OF EMBASSY COMMERCIAL SERVICES WAS HIGHLY SUCCESSFUL AND OWED MUCH TO THE EXCELLENT SUPPORT FROM THE USIS TAICHUNG BPAO. WHILE IN WASHINGTON RECENTLY, THE BPAO BORROWED ELEVEN OF USIA'S PRODUCT-

ORIENTED VIDEO TAPE RECORDINGS (VTR) FOR SHOWING. TO PROMOTE THE BOOTH, THE ECONOMIC/COMMERCIAL COUNSELOR USED THE USIS LIBRARY TO HOST A LARGE, WELL-ATTENDED RECEPTION FOR BUSINESS AND LOCAL GOVERNMENT LEADERS. FURTHER, A PRESS CONFERENCE AT WHICH THE COMMERCIAL ATTACHE AND AN IDB REPRESENTATIVE WERE PRINCIPAL SPEAKERS RECEIVED FAVORABLE COVERAGE IN LOCAL NEWSPAPERS.

2. VTR BOOTH WAS HIGHLY POPULAR THROUGHOUT THE EXHIBITION -- AVERAGING 100-200 PEOPLE PER DAY. IN FACT, IT WAS A DRAWING CARD FOR THE WHOLE SHOW. THOSE VTRS WHICH GENERATED THE GREATEST INTEREST AMONG BUSINESSMEN WERE AS FOLLOWS:

1) LET'S TALK FORGING (NATIONAL MACHINE CORPORATION)

2) PARTNERS IN PRECISION (CINCINNATI MILACRON)

3) MADE WITH PRECISION -- SHIPPED WITH PRIDE  
(GLEASON GEAR WORKS)

4) CINCINNATI NC (16) CHUCKER (CINCINNATI MILACRON)  
INTEREST WAS SO HIGH THAT TWO BUSINESSMEN SOUGHT TO MAKE COPIES, AND SEVERAL OTHERS PHOTOGRAPHED THE VRR SCREEN. AS A RESULT 7 HIGH QUALITY TOS AND ONE LICENSING PROPOSAL HAVE BEEN GENERATED SO FAR. THERE WAS CONSIDERABLE UNCLASSIFIED

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DEMAND FOR COMMERCIAL SERVICES, WITH EXTENSIVE USE MADE OF THE THOMAS REGISTER. OTHER REQUESTS FOR SPECIFIC AMERICAN FIRMS' CATALOGS AND TC RELATED BROCHURES WERE MET ON THE OFFICERS' RETURN TO TAIPEI. UNFORTUNATELY, THE VSMF SYSTEM COULD NOT BE MOVED TO TAICHUNG, DUE TO THE GREATER NEED FOR ITS SERVICES IN CONJUNCTION WITH THE TC'S FLUID POWER TECHNICAL SEMINAR.

3. THIS INITIATIVE FULLY ACHIEVED ITS TWIN GOALS OF PROMOTING AMERICAN PRODUCTS TO UPGRADE SMALL/MEDIUM FIRMS' TECHNOLOGY AND OFFERING A BROADER RANGE OF COMMERCIAL SERVICES THAN NORMALLY AVAILABLE IN TAICHUNG. THE IDB WAS SO PLEASED THAT IT HAS ASKED THE COMMERCIAL SECTION TO MOUNT A SIMILAR EFFORT IN KAOHSIUNG IN EARLY 1978. THE EXPERIENCE ALSO PROVIDED VALUABLE PRACTICAL TRAINING TO THE USIS TAICHUNG COMMERCIAL LIBRARIAN THROUGH ASSOCIATION WITH THE SECTION'S PROFESSIONAL FSL'S WHO MANNED THE BOOTH. THIS SHOULD ENHANCE HIS EFFECTIVENESS IN CENTRAL TAIWAN, AND INCREASE TOS FROM THIS AREA.  
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